**2015 – 2016 Read to Lead Development Fund Grant
Reviewer Benchmarks**

Part I. Screening Criteria

Reviewers mark whether the grant fits Read to Lead objectives and which preferences it fits. If the application does not meet any Read to Lead Objectives or is deemed to be clearly too weak for consideration, it may not be screened.

Screening Criteria – Does the Grant meet Read to Lead Objectives?		
Criteria	**Yes**	**No**
Fits Read to Lead Criteria:		
Grant supports program to improve literacy?	☐	☐
Grant supports program to improve early childhood development?	☐	☐
Fits Read to Lead Taskforce Preferences (please check all that apply)		
Enhance the skills and knowledge (related to the teaching of reading) of practicing educators.	☐	☐
Give teachers, principals and reading specialists the tools to interpret assessments related to reading skills to help guide their instruction.	☐	☐
Enhance the literacy component of 4K programs.	☐	☐
Provide training on best practices to ensure that educators and administrators have the knowledge they need to implement what has been proven to help kids who are struggling to read.	☐	☐
Offer a strong, evidence-based summer school program to struggling readers.	☐	☐
Put books into the hands of low-income children and support programs that encourage parents and caregivers to read to children.	☐	☐
Support or establish programs to provide parents and caregivers the skills necessary to foster better oral language development in their children.	☐	☐
Support or develop collaboratives at the community level between adult literacy agencies and K-12 schools so that additional reading, writing and computer literacy skills can be sought by parents wanting to improve their own literacy skills.	☐	☐

This Application does not fit Read to Lead criteria or is too weak to merit further review.	☐

Part II. Instructions for Sections V, VI, VII, VIII, IX, and X.

Consider the extent to which each of the criteria for a section is included in the application. Then, use the following rating scale to evaluate the quality of the section as a whole.

3 points - Strong	2 points - Average	1 point - Weak	Not Present
Evidence of ALL required criteria PLUS unique characteristics of proposal that merit distinction	Evidence of ALL of the required criteria	Evidence of MANY of the required criteria, but some important criteria are missing	Minimal evidence of criteria

Criteria	3 Strong	2 Average	1 Weak	0 - Not Present
Section V. Abstract – 21 points				
Succinct summary of proposal gives the reader a solid understanding of what the project will accomplish.	☐	☐	☐	☐
Proposed project directly aims to improve literacy and/or early childhood development. *(Later portions of the application include citations to support research base for the proposed project).*	☐	☐	☐	☐
Summary identifies the population in need.	☐	☐	☐	☐
Summary identifies the problem.	☐	☐	☐	☐
Summary identifies the solution.	☐	☐	☐	☐
Clearly explains whether it is a new direction or improving an existing program.	☐	☐	☐	☐
Explains why they are pursuing this solution over other potential solutions.	☐	☐	☐	☐
Section V. Abstract – OVERALL RATING ___ out of 21 points	☐	☐	☐	☐

Comments:

Criteria	3 Strong	2 Average	1 Weak	0 - Not Present
Section VI. Program Description – 30 points				
a. Needs Statement – 3 points				
Explains why population is being targeted, including relevant details on demographics (economic conditions, race, gender, culture, native language, developmental differences, disabilities, etc.).	☐	☐	☐	☐
b. Participants – 6 points				
Clearly identifies the number of participants, who they are, and how they were selected.	☐	☐	☐	☐
Identifies the staff and why they are well suited to serve the population identified.	☐	☐	☐	☐
c. Goals – 6 points				
Includes clear goals.	☐	☐	☐	☐
Describes why goals are attainable.	☐	☐	☐	☐
d. Strategies for achieving goals/ Services provided – 9 points				
Explains specific services provided, including how and when they will take place.	☐	☐	☐	☐
Explains how strategies improve literacy or early childhood development and how they are systematic and continuous.	☐	☐	☐	☐
Explains expected outcomes and includes rationale or supporting evidence to show strategies' effectiveness.	☐	☐	☐	☐
e. Evaluation – 6 points				
Details specific method for measuring outcomes.	☐	☐	☐	☐
Explains why evaluation techniques will measure effectiveness of the program.	☐	☐	☐	☐
Section VI. Program Description – OVERALL RATING ___ **out of 30 points**	☐	☐	☐	☐

Comments

Criteria	3 Strong	2 Average	1 Weak	0 - Not Present
Section VII. Program Summary Grid – 18 points				
Clearly defines desired goals.	☐	☐	☐	☐
Clearly defines strategy/service.	☐	☐	☐	☐
Expected outcomes make sense.	☐	☐	☐	☐
Provides clear evaluation method.	☐	☐	☐	☐
Identifies person/position responsible.	☐	☐	☐	☐
Includes realistic timeline	☐	☐	☐	☐
Section VII. Program Implementation – OVERALL RATING ___ out of 18 points	☐	☐	☐	☐
Comments				

Criteria	3 Strong	2 Average	1 Weak	0 - Not Present
Section IX. Budget – 9 points				
Clearly lists Staffing expenditures.	☐	☐	☐	☐
Clearly lists materials/supplies expenditures.	☐	☐	☐	☐
Includes plan to make program sustainable after initial grant.	☐	☐	☐	☐
Section IX Budget – OVERALL RATING ___ out of 9 points	☐	☐	☐	☐
Comments				

Criteria	3 Strong	2 Average	1 Weak	0 - Not Present
Section X. Media Relations – 12 points				
Describes how program results will be shared beyond the boundaries of the local school district or community and shows enthusiasm to engage in outreach to promote Read to Lead	☐	☐	☐	☐
Includes multiple forms of media/outlets to recognize Read to Lead and sponsors.	☐	☐	☐	☐
Includes plan for both traditional and social media.	☐	☐	☐	☐
Plan describes how recipient will engage local leaders and elected officials.	☐	☐	☐	☐
Section XI Media Relations – OVERALL RATING ___ **out of 12 points**	☐	☐	☐	☐
Comments				

Section XII - Discretionary Points – 10 points
Please award 0-10 points based on your overall feel of the strength of the application and whether it is a solid plan to improve literacy or early childhood development. Award on a scale where 0 is a very weak plan, 5 is average and 10 is an excellent plan.

_____   **out of 10 points**

Section XIII - Bonus Points – 5 points
Includes productive plan to partner with other organizations and includes letter of commitment.

_____   **out of 5 points**

OVERALL RATING FOR PROPOSAL	100 - 80 Strong	79 - 60 Average	Below 60 Weak
_____ **out of 100 points**	☐	☐	☐

Overall Comments: